

Year 10 Theme 1 PLC Name:

	Expert	Progressing	Insecure
1.1 Entrepreneurship			
1.2 chapter 8 Customer Needs			
1.2 chapter 9 Market research			
1.2 Chapter 10/11 Market segmentation and market mapping			
1.2 Chapter 12 The competitive business environment			
1.3 Chapter 13 Business aims and objectives			
1.3 Chapter 14 Business revenue, costs & profit			
1.3 Chapter 15 Break even			
1.3 Chapter 16 The importance of cash			
1.3 Chapter 17 Cash flow forecasts			
1.3 Chapter 18 Sources of small business finance			
1.4 Chapter 19 Ownership & liability			
1.4 Chapter 20 Franchising			
1.4 Chapter 21 Business location			
1.4 Chapter 22 Marketing Mix			
1.4 Chapter 23 Business Plans			
1.5 Chapter 24 Stakeholders			
1.5 Chapter25 Technology and Business			
1.5 Chapter 26 Legislation and Business			
1.5 Chapter 27 Introduction to the economy			
1.5 Chapter 28 The economy and business			
1.5 Chapter 29 External Influences on business			